

Chef's Corner

July 2003 – Issue 19

Navy Personnel Command

Pers655

New!

Branded Concept Locations

Naval Air Facility El Centro, CA recently opened a Hot Stuff “Food on the Go” and Freshēns® Smoöthie concept in the bowling center. In addition to large and personal size pizzas, the Hot Stuff “Food on the Go” also offers a wide variety of appetizers, chicken, burgers and calzones. The Freshēns menu consists of a variety of nine different Smoöthies. Prior to recent renovations, a generic snack bar was located in this space. Early results show customers are pleased with the quality of food and variety of offerings. Revenues, thus far, have exceeded expectations.



On May 1, 2003, **Naval Air Station Key West, FL** opened a Mean Gene's® Burgers and Mean Gene's® Pizza concept. This operation replaced a generic snack bar that was renovated just prior to these branded concept additions. Menu offerings consist of a variety of burgers, chicken sandwiches, Nathan's® Famous Hot Dogs, appetizers, large and individual size pizzas, onion rings and fries. The Grand Opening was held May 19th with Famous “Mean Gene Okerlund” on hand for the ribbon cutting, picture taking and autographs.



Any non-federal entity product or service mentioned in this publication is for informational purposes only. Neither the Navy nor any other part of the federal government officially endorses any company, sponsor, or their product or services mentioned in this newsletter.

New Branded Concept Locations - Continued



Naval Station Guantanamo Bay, Cuba was added to the branded site location list when they opened an A &W and KFC Express in their Bowling Center on June 10, 2003. A Pizza Hut was also added to one of the club operations, replacing a current pizza operation.

Revenue Growth through Branding... Have you considered converting a generic food and beverage operation into a branded concept? If you are looking for a way to potentially increase revenues and profits, perhaps you should explore branding. Historical results, for locations we have converted to brands in Navy MWR locations, show revenue increases of anywhere from 50% to 300%. To initiate the branding process at your base or to get your branding questions answered, please call (901) 874-6639 or DSN 882-6639 or email p655f3@persnet.navy.mil or p655f5@persnet.navy.mil



Designated Driver Programs


Through its distributors, Anheuser-Busch makes available a number of free **brochures promoting responsible drinking**. These include safe party guides and tips for enjoying the outdoors and water sports, as well as driving.

Family Talk and **College Talk** are two parent guides designed to help parents talk to their children about drinking, and respecting themselves and the law. Family Talk is directed to parents of children elementary age through adolescence, and College Talk is for parents of college-bound students. Both have elements dedicated to responsible drinking and driving practices.

There are several ways in which Anheuser-Busch is active in the fight against drunk driving. Check with your [\[local distributor\]](#) to see which programs are active in your area.

<http://www.radd.org>


<http://www.promotrack.com/Military/>



Questions from the field – The following questions are actual questions that were asked during the past few months and included are our answers. If you have questions for any Food and Beverage subject, whether it is industry related or policy related, please do not hesitate to contact us.


1. Can you tell me if there is a maximum rate for markup on bar items for Rec. Centers, Bowling and Golf? (ie. 15%)

There is not a set or maximum markup percentage rate when pricing food and beverage items. The selling prices of these items are determined by taking several things into consideration: what the competition charges, what the market will permit and what is fair and reasonable to the customer. Once a price is developed you can then take your total raw cost of the item divide it by the selling price to determine if you are within your Category C, COGS guidelines for that facility and that you are on track to meet your designated profit goals.



2. Can you tell me if there is a regulation which mandates us to have the same prices throughout the base?

There is no specific regulation that mandates our activities to charge the same price throughout a base. However, to be fair to our customers, we suggest that like items should be sold for the same price within different MWR facilities on the same installation. Examples... Hot dogs, bottled water, sport drinks, soft drinks, beer etc... If the item cost MWR the same and it is the same size, the same brand, then it should cost the consumer the same. The exception to this rule would be if it was for a catered event and the pricing was already agreed upon through the catering contract. In addition, BUPERINST 1710.11C section 2327 paragraph c, Unwarranted Competition states: "In accordance with reference (h), (OPNAVINST 1700.7D), the commanding officer or cognizant command authorities are expected to take positive and continuing action to limit unwarranted competition among food and beverage activities on installations under their cognizance." By charging different prices for the same items within our facilities, we then have unwarranted competition.



3. The question has come up from concerning the use of tokens, tickets etc.. in Navy Clubs and Lounges, as reminders to bartenders that the patron who possesses a "token" is owed a drink. These situations come up when patrons purchase drinks in advanced for other patrons. These same patrons then expect to turn in their "tokens", at their convenience; (it could be the next day), and obtain their beverage.

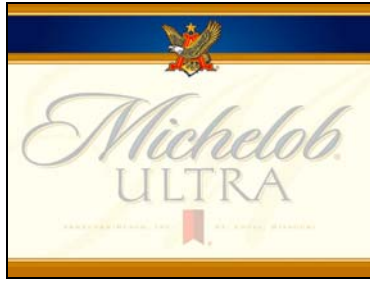
- a. The Navy Personnel Command, MWR, Business Activities, Food & Beverage Branch, Pers-655 has taken the position of not authorizing the use of tokens, tickets etc... as drinks owed to a patron, based on the following references:
- b. Per the BUPERINST 1710.11C, dtd 25 July 01, section 2333, (Alcohol Beverage Service), paragraph h, (Control Instructions), sub-paragraph 2, (MWR Operating Standards), item e: Stacking of alcoholic drinks for individual patrons is prohibitive.
- c. This office considers the accumulation of "tokens" by a patron, no different than stacking drinks in front of an individual patron. However, the patron may state that they do not plan on using the token at that time. The patron may want to take the token(s) home and use them in the future.
- d. Per the DoD Financial Management Regulation 7000.14R, Volume 13, Appendix C, Section C050703, paragraph B, (Policy), states that each transaction will be recorded on the register at the time of the sale in conformance with internal controls....
- e. If a Club or lounge sells drinks and not "Tokens for Drinks", then a sales transaction takes place when the Bartender provides the patron with the requested beverage and the patron pays for that beverage at that time. This is a sales transaction. Redeeming tokens for beverages does not constitute a sales transaction. There for we do not have proper accounting or inventory controls in place if we receive "tokens for drinks" - days after the "Drink Token" was purchased.
- f. In addition to these reasons, it is the position of this office that the practice of providing patrons with multiple tokens etc... **glamorizes** the use of alcoholic beverages. This procedure of using tokens would only entice patrons to buy up extra drinks and provide tokens to friends and possibly allow them to get into the hands of underage personnel. Per the 1710.11C, Section 2333, paragraph b, sub paragraph 1) as follows:
 - 1) **Alcohol De-glamorization.** Programs and practices relating to the sale, possession and consumption of alcoholic beverages on Navy installations that glamorize the use or abuse of alcoholic beverages are prohibited.

For further questions or comments please contact P655F2@persnet.navy.mil or DSN 882-6648



Alternative Beverages

Coca-Cola Fountain has forged new partnerships with Bacardi and Brown-Forman, and unveiled "innovative extensions" at the recent Beverage Forum in Chicago. New machines coming to a bar near you pour ready-made Jack Daniel's and Coke, frozen Bacardi and Coke as well as Jack Daniel's Minute Maid Frozen Lemonade, reports Brandweek. Jack and Coke is being positioned as "America's Cocktail."



® Sampling Vehicle

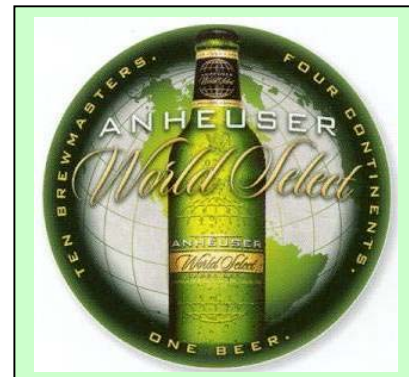
Request an appearance of the Michelob ULTRA Sampling Vehicle through your Anheuser-Busch wholesaler. The vehicle begins its tour on **January 23** and runs through **November 23, 2003**.

- 24 ft. beer truck with 10 bay doors that transforms into a mobile sampling bar and relaxation station
- Custom designed Michelob ULTRA bar provides exciting opportunities at special events
- 4 reclining massage chairs
- 2 TV's complete with a DVD player for viewing Michelob ULTRA commercials and Direct TV for viewing sporting events
- Sound system for background music during events
- 10' X 20' awning structure provides cover for the bar, massage chairs, display wall and TV's
- Two 8 ft. Michelob ULTRA bottles anchor the awning
- Michelob ULTRA informational wall display and handouts

Contact your local Anheuser-Busch wholesaler to book a date for this unit.

New Anheuser-Busch Products

Anheuser World Select - Rolled out in May 2003, Anheuser World Select resulted from a challenge to Anheuser-Busch's top brewmasters to combine their expertise and create a world-class beer. Anheuser World Select is a classic pilsner beer with a distinctive hop note and full malt flavor. Check with your local Anheuser-Busch distributor for availability in your area.



Bacardi Silver O³ - Bacardi Silver O³ is created with the natural flavor of three orange varieties: mandarin, valencia and tangerine. This blend of exotic orange flavors results in a crisp, refreshing, yet not too sweet taste, and the first orange-flavored, spirit-branded flavored malt beverage. Check with your local Anheuser-Busch distributor for availability in your area.

Samuel Adams Summer Ale Returns

The arrival of the most popular seasonal beer for Samuel Adams is just a few weeks away. The crisp, fresh lemon zest of Samuel Adams Summer Ale will be available in the grocery store and under the yellow tap handle seen at bars across the country.

This seasonal ale has been brewed since 1996, it is only available late April through Mid-August. This wheat ale is inspired by age-old Belgian recipes using malted wheat and Two-Row Harrington malt. Fresh lemon, West African brewing spice and Grains of Paradise blended together produce a crisp, distinctive flavor. Some drinkers will notice the slight taste of mango and peaches. The Summer Ale goes well with grilled chicken, fresh fish or corn on the cob.

New Products for Bar Operations

Check out the following links to today's hottest new products on the market.... Direct for the Nightclub and Bar Show in Las Vegas, Nevada:

<http://www.metrodispenser.com>

<http://www.ruude.com/>

<http://www.manitowocbeverage.com/>

<http://www.warsteiner-usa.com/>

<http://www.quaffer.com/>

<http://www.zippershot.com/>

<http://www.posi-pour.com/>

<http://www.draftcaddy.com/>

<http://www.ezcat carts.com/>

www.draftbeerservices.com

http://www.mvebevsystems.com/rest_co2.html

<http://www.puredraft.com/downloads/PureDraft.pdf>

http://www.nightclub.com/virtual_new/virtual_trade_show_Directory.html

<http://op.oxpub.com/profitablepromotions.com/calendar/2003/Jun2003.html>

DirecTV and NTN Communications –

Alternative programming for your F&B Facilities and various other Recreation venues!

Once again DirecTV is offering free to all military sites - NFL Sunday Ticket for the 2003 Season. For ordering please follow the procedures as follows:

Also, if you are looking for music programs check out the DirecTV Music Choice Programming.... this eliminates the purchase of CD's and stereo equipment and provides variety for all patrons - (COMMERCIAL FREE)

Ordering Procedures:

1) For Existing DirecTV Accounts:

Only send a Purchase Order with the Basic Order Agreement No. - NAFBA1-97-G-0001 and a DirecTV Public Viewing order form. Include your present DirecTV Account number and your current Fire Code Occupancy (FCO) for the facility you are showing the program in. Contact PERS-655F2 for copies of the order form or check out the website listed below; send it and your PO to DirecTV Inc., Box 5392, Miami, FL 33152-5392, 800-496-4915, Fax 888-93-7772.

2) For New DirecTV Accounts:

If you are establishing new DirecTV service, in exchange for a **commitment to prepay for a minimum of three qualifying programming services for each location, each participating location receives:**

- a) A deluxe DirecTV System (featuring an 18" dish, receiver and remote control, plus two additional receivers at no charge). (\$650.00 value);
 - b) Each location receives a hardware installation allowance of up to \$500; and
 - c) Each location receives FREE NFL SUNDAY TICKET (\$449- 2,499 value).
- Order forms and complete public viewing information is available at the following website:
http://www.directv.com/DTVAPP/buy/Business_Bar.jsp

DirecTV POC:
Adam Lombardo
Commercial Sales Manager
National Accounts
310-964-5311 (office)
atlombardo@directv.com



NTN Communication

The following is information for the Broadcast/Satellite Program:

Military Pricing has two options -

1. Option 1- Pay for the first year of programming in advance:

a. 10 playmakers = a first payment of \$5,999.00 - Monthly payment for months 13 + is \$385.00 per month

b. 15 playmakers = a first payment of \$6,968.00 - Monthly payment for months 13 + is \$470.00 per month

c. 20 playmakers = a first payment of \$7,823.00 - Monthly payment for months 13 + is \$545.00 per month

(More playmakers can be added at an extra cost)

2. Option 2 - Pay \$995.00 at the time the contract is signed and monthly payments are as follows:

a. 10 playmakers = Months 1-12 = \$460.00 per month - Months 13 + = \$385.00 per month

b. 15 playmakers = Months 1-12 = \$545.00 per month - Months 13 + = \$470.00 per month

c. 20 playmakers = Months 1-12 = \$620.00 per month - Months 13 + = \$545.00 per month
(More playmakers can be added at an extra cost)

There is also a stand-alone system that can be obtained that does not include a broadcast/satellite hook up.

A civilian club/bar is currently being charged: \$1,195.00 at the time of the contract and \$595.00 per month

NTN FAQs

Q: What is the NTN Network®?

A: The NTN Network is a private, interactive television network owned by NTN Communications, Inc. The Network broadcasts play-along-with-sports games, trivia games, special events, and other interactive entertainment programming 15 hours a day to thousands of restaurants, sports bars and taverns across the United States and Canada.

Q: What types of games does the NTN Network broadcast?

A: The Network features many different types of games, including QB1-Predict the Play, an interactive football strategy game in which players predict upcoming plays by the offense while watching live, televised college and pro football games. The NTN Network also

features a wide variety of popular trivia games. Plus, there are familiar favorites like Bingo and Playmaker Poker. In all types of games, players compete for prizes and Network recognition against others in the same establishment and nationwide.

Q: Where are NTN Network games played?

A: There are more than 3,000 locations nationwide where players can enjoy games on the Network. To find a location near you go to
http://www.ntnnetwork.com/player/redirect_search.html.

NTN POC is:

Scott E. Fink

NTN Communications, Inc.

Director, Alternate Channels

(760) 930-3024 Office

(760) 929-5229 Fax

Scott.Fink@ntn.com

<http://www.ntn.com/>

*** Special Note: NPC is currently working with NTN, Army MWR, Air Force MWR & Marine Corp MWR in order to provide an Armed Forces NTN Tournament - More Details to follow

If you need more information on either of these programs - please do not hesitate to contact P655F2@persnet.navy.mil or call 901-874-6648/DSN 882-6648.



Top 10 Beer Brands in the U.S. Market for Military & Commercial On-Premise Locations

- | | |
|----------------|-------------------------|
| 1. Bud Light | 6. Miller Genuine Draft |
| 2. Miller Lite | 7. Heineken |
| 3. Budweiser | 8. Guinness |
| 4. Coors Light | 9. Sam Adams |
| 5. Corona | 10. Michelob Light |

Source: The following information was received from the Miller Brewing Co. - 2002 Comprehensive Facts on the U.S. Beer Industry Report



Make a Summer Splash with Cool Summer Drink Specialties

Summer is the season for cool, refreshing beverages. This creates a great marketing opportunity for you to quench those thirsts for exotic and classic style beverages. You can devise drink specialties to reflect your establishment.

With desk-top publishing today, you can create menus inexpensively that can be easily changed (offerings & prices). Keep in mind the size of font is large and easy to read under your lighting conditions. Be creative, you need to grab your patrons attention. Remember to include enticing descriptions with only mentioning the main ingredients. The customer doesn't need a grocery list of the ingredients. Now is also a good time to promote your draft and bottle beer, as well as your bar food.

The following recipes are reprinted with permission from P.S.D. Publishing, dba BarMedia to reprint passages and recipes from the American Mixologist On-Line Newsletter.

CARIBBEAN CRUISE

House specialty glass, chilled

Pour ingredients into blender

1 oz. Myers's Jamaican Rum

1/2 oz. Bacardi Select Rum

1/2 oz. Tia Maria

3/4 oz. coconut syrup

2 oz. orange juice

2 oz. pineapple juice

Blend ingredients with ice

Orange, pineapple and cherry garnish



FREUDIAN SLIP

Champagne glass, chilled

Pour ingredients into mixing glass

1 oz. Brandy

1/2 oz. Grand Marnier Liqueur

1 1/2 oz. sweet 'n' sour

Shake and strain

Orange twist garnish

KOALA BEAR

House specialty glass, chilled

Pour ingredients into blender

1 oz. Crème de Banana

1 oz. Dark Crème de Cacao

1-2 scoops vanilla ice cream

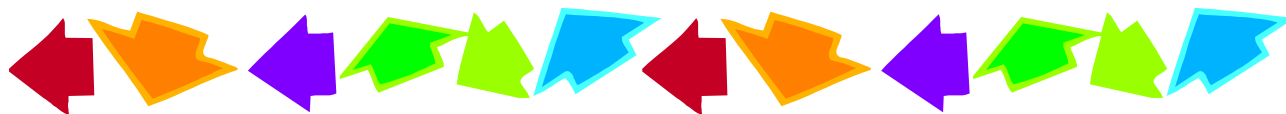
Blend ingredients (ice optional)

Sprinkle nutmeg garnish



“FRESH n’ HOT Popcorn in 90 Seconds”

Ever wonder what happened to all those hot air popcorn poppers that were popular several years ago? Get Me® Foods has taken new age technology and applied it to the hot air poppers. The result is a 60 oz. bucket of hot air popped popcorn in about 90 seconds. Finally, you can offer “fat free” popcorn for your health conscious folks. For those individuals who love flavor on their popcorn, Get Me® Foods offers a selection of flavorings (butter flavor, kettle corn, cheddar cheese, nacho and Cajun) in 1 oz. portion control serving containers that your customers can drizzle over the popcorn to their liking. The equipment offers easy set-up and no daily maintenance. (No greasy oil residue or burnt smelling popcorn in your facility.) Get Me® Foods offers “Full Service Kits” which contain popcorn, containers and two flavor selections that will make 200 servings. The unit features stainless steel construction, computer control circuitry and plug-n-play simplicity with a 5-year total fix or full replacement warranty in a footprint size of 14”width x 14 ½”depth x 17 ¾”height. For more information contact p655f4@persnet.navy.mil or call 901-874-6647.



Top Selling Snacks & Beverages in the College Market

College students aged 18-30 spend \$12.3 billion a year on snacks & beverages, this is according to a recent study. (Our young Navy enlisted sailors are a microcosm of that age group; we can use those trends to help us market to our sailors.)

The top snack foods college students purchased are: salty snacks, packaged cookies & brownies, candy bars, hard candy, popcorn, granola bars, crackers, energy bars and breath mints.

The top beverage sales are: regular cola, bottled water (not sparkling), regular soft drinks (non-cola), coffee (pre-made), bottled juice, diet cola, bottled fruit drink/lemonade, sports drinks, bottle tea and hot chocolate.

Source: Foodservice Director – April 15, 2003

Tidbits

Surprise your staff with an unexpected reward. You can, by doing what Olive Garden did. Well, actually it was seven days worth of rewards to its top workers. Day one started with a congratulatory letter from top management, then moved on to chocolates, then movie tickets, restaurant gift certificates, CD's, denim shirts and finally wrist watches.

What's the Hottest Wedding Month?

Believe it or not, it's a tie. June & September tie for this top honor. This is according to an article in *Bride's* magazine. The average number of people in attendance is 186, with \$18,874 being the average cost of the event. What are you waiting for...go book those weddings.

Gas & Beverage Price Per Gallon Comparison

We've seen in recent months gas prices go up and have come a few pennies in the last couple of weeks. You may want to keep in mind these prices the next time you go to fill up. Snapple (16 oz.- \$1.29) = \$10.32 per gallon, Evian Water (9 oz.-\$1.49) = \$21.19 per gallon, Scope Mouthwash (8.4 oz. - \$3.19) = \$48.61 per gallon, Pepto-Bismol (4 oz. - \$3.85) = \$123.20 per gallon and last but not least Liquid Paper (.6 oz. - \$1.99) = \$424.53 per gallon. (Source: *Sullivision.com*)

Did you know?...

- Peanuts are an ingredient in dynamite.
- Fruits and vegetables retain more nutrients when microwaved than when steamed, broiled or baked!



New Products

Nancy's – 6" quiche entrees, mini quiche, mushroom turnovers, mini crabcakes, and pecan tartlets.

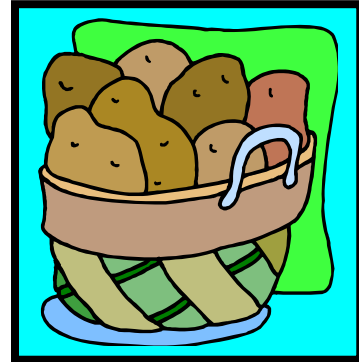
Kwik Covers

Here is an answer to outdoor table covers and trash can covers. Specially designed plastic tablecloths to fit banquet tables (longs & rounds) and large barrel trash cans. Call 315-498-9253 for more details.

You Say Potato & I Say Pătătō

Quick History Lesson

- The potato has been around for centuries.
- They were first cultivated by the Inca Indians in Peru about 200 B.C.
- The Spanish Conquistadors bringing them back to Europe in 1536.
- In the late 1500's the crop was being planted along the northern coast of Spain.
- Sir Walter Raleigh took the potato to Ireland in 1589 to be grown on his property there.
- The potatoes arrive in the Colonies in 1621. The governor of Bermuda sent two large chests filled with potatoes and other vegetables to the governor of Virginia (Jamestown).
- Thomas Jefferson introduced the first French fries to the United States during his Presidency of 1801-1809.
- The Irish Potato Famine occurred in 1845-1846, due to a fungus that destroyed the potato crops.
- The potato was the first vegetable to be grown in space in October 1995.



Potatoes can come in a several states – fresh, refrigerated pre-cut, frozen and dehydrated. Each one offers an array of potato preparation options.

Fresh – What more can be said, than to use and enjoy a fresh potato.

Refrigerated pre-cut – These are washed, pre-cut & partially cooked. All you have to do is finish cooking the product.

Frozen – We are all familiar with the wide variety of frozen products available like French fries (assorted cuts, shapes and seasonings), hash browns, mashed and even potato pancakes.

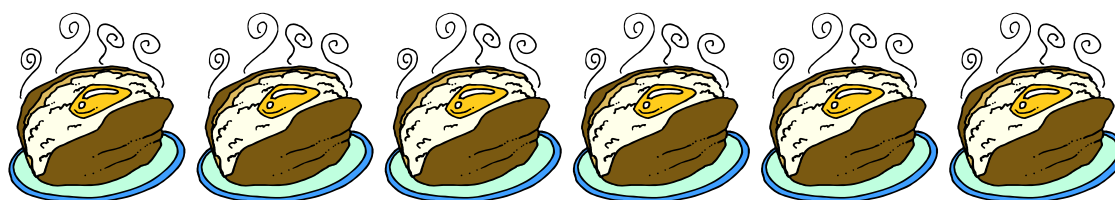
Dehydrated – Potato flakes or granules for mashed style, dehydrated slices, dice or shredded for use in packaged scalloped potatoes, au gratin potatoes, hash browns fit in this category.

- The potato is 1 of 2,000 species in the family SOLANACEAE. Other plants in this family are; tobacco, tomato, eggplant, pepper, horse nettle, bittersweet, ground cherry and petunia.
- In 1997, United States produced 22,995,600 tons of potatoes per the National Potato Promotion Board.
- We've all heard a potato referred to as a "spud". Do you know why? The term "spud" is a wide-spread and familiar term; the word originally meant some kind of spade or digging-fork, more particularly the three-broad-pronged fork commonly used to raise the potato crop.

- We've all seen potatoes that have a tint of green to them. This happens when the potato has been exposed to light during prolonged storage. The term used for this chemical substance is solanine. It has a bitter flavor and can be toxic. You can use these potatoes if you trim the green areas away before you cook the potato. Storing potatoes in a cool, dark, well-ventilated area will help prevent this from happening.

There are many varieties of potatoes and it can be a little confusing as to which potato should be used to achieve the best results. Here is a little table to assist you.

Variety	Availability	Grown Where	Characteristics	Cooking Methods
Russet	Most widely used	Northwest	High Starch Netted Brown Skin White Flesh Fluffy Texture	Baking, Mashing Fry, Roasting
Round White	Mostly used in Eastern U.S.	Eastern U.S.	Smooth Skin Light Tan Skin White Flesh Smooth Texture	All-purpose use
Long White	Spring-Summer	CA	Medium Starch Thin light tan skin Firm, Creamy Texture	All-purpose use
Round Red	Summer-Fall		Firm, Smooth Moist Texture	Salads, Roasting Boiling, Steaming
Yellow Flesh	Late Summer- Early Fall	Limited growing in U.S. Popular in Europe	Yellow Flesh Dense, Creamy Texture	
Blue & Purple	In the Fall	Limited growing in U.S. Popular in South America	Dark Blue to Lavender to White Flesh Nutty Flavor	Microwave to retain color Steam Baking



Conference & Seminars

National Association of Catering Executives (NACE)

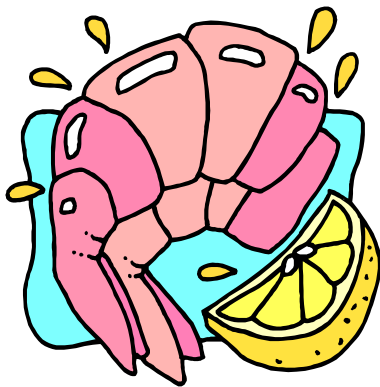
July 16-19, 2003
Educational Conference
Boston Park Plaza Hotel
Boston, MA
www.nace.net

Western Foodservice & Hospitality Expo

Aug. 2-4, 2003
Los Angeles Convention Center
Los Angeles, CA
POC: Allen Middleton
Tel: 203-840-5490

PGA All Expo

Aug. 5-7, 2003
San Diego Convention Center
<http://www.pgafallexpo.com/>
Tel: 203-840-5268



Louisiana Foodservice Expo

Aug. 9-11, 2003
Ernest N. Morial Convention Center
New Orleans, LA
POC: Sandy Riddle
Tel: 504-454-2277

Florida Restaurant Show

Sept. 19-21, 2003
Orange County Convention Center
Orlando, FL
POC: Allen Middleton
Tel: 203-840-5490

International Restaurant Show of San Francisco

Oct. 12-15, 2003
Moscone Center
San Francisco, CA
POC: Allen Middleton
Tel: 203-840-5490



2003 NRPA Congress & Exposition

Oct. 21-25, 2003
National Recreation & Parks Assoc.
Americas Convention Center
St. Louis, MO
Tel: 703-858-0784
<http://www.nrpa.org/>

The Mid-Atlantic Food, Beverage & Lodging Expo

Oct. 22-23, 2003
Maryland State Fairgrounds
Timonium, MD
POC: Kitty Whittington
Tel: 800-874-1313x1021

International Hotel/Motel & Restaurant Show

Nov. 8-11, 2003

Jacob Javits Convention Center

NYC, NY

Tel: 914-421-3206

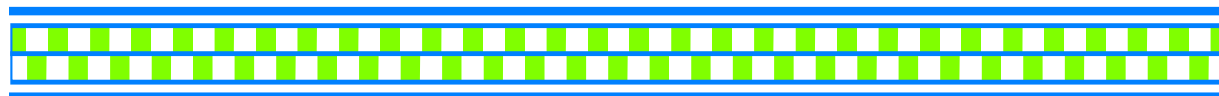
<http://www.ihmrs.com/>**PGA Merchandise Show**

Jan.29 – Feb.1, 2004

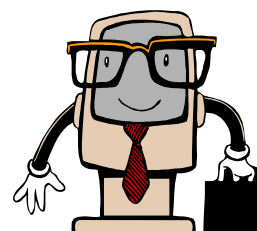
Orange County Convention Center

Orlando, FL

Tel: 800-840-5628

<http://www.pgamerchandiseshow.com>**Quiz Question:**

Who was the president to first introduce French fries into the United States?

Contact Corner

Seeking assistance for your food & beverage operation or just want to say hi to the folks listed, give us a call at 901-874-6639, DSN 882-6639, fax 901-874-6838 or email us.

Food, Beverage & Entertainment SectionHead, Food, Beverage & Entertainment Section – p6555f@persnet.navy.milCatering & Adult Beverage Manager – p6555f2@persnet.navy.milCorporate F&B Operations Manager – p6555f3@persnet.navy.milExecutive Chef – p6555f4@persnet.navy.milFood & Beverage Manager – p6555f5@persnet.navy.mil



July

National Baked Bean Month (<http://www.americanbean.org/>)

National Bison Month (<http://www.bisoncentral.com/>)

National Culinary Arts Month (<http://www.acfchefs.com/>)

National Hot Dog Month (<http://www.hot-dog.org/>)

National Ice Cream Month

National Parks & Recreation Month

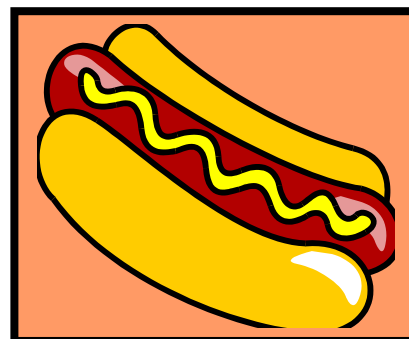
<http://www.activeparks.org/>– <http://www.nrpa.org/>)

National Tennis Month

Air Conditioning Appreciation Days (July 3-Aug. 15)

Spain: Running of the Bulls (July 6-14)

Dog Days of Summer (July 3-Aug. 11)



July 1 - Hershey Kisses First Made (1907)

July 2 - Halfway Point of 2003

July 6 – National Fried Chicken Day

July 5 - Pepsi 400-NASCAR Race Daytona Beach, FL

July 9 – National Sugar Cookie Day

July 10 – National Pina Colada Day

July 13 – National French Fries Day

July 21 – National Junk Food Day

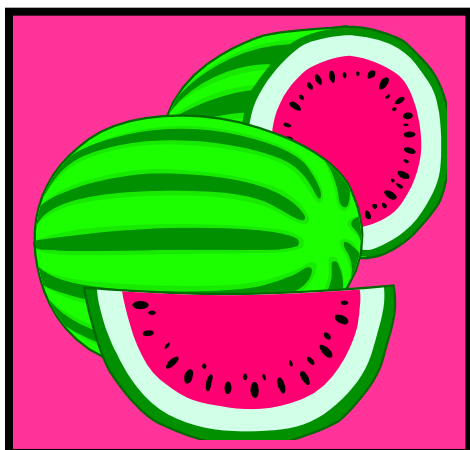
July 29 - National Lasagna Day

July 30 - National Cheesecake Day

July 30 – US Navy WAVES established, 1942

August

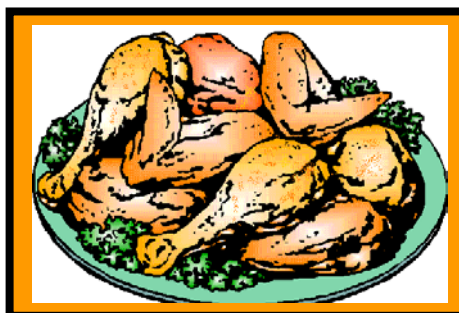
National Golf Month
National Catfish Month
Family Fun Month (<http://familyfun.go.com/>)
National Inventors' Month
(<http://www.inventorsdigest.com/>)
Peach Month
Brownies at Brunch
National Smile Week (Aug. 10-16)
Elvis Week (Aug. 9-17)
(<http://www.elvispresley.com/main.htm>)
National Friendship Week (Aug. 17-23)



Aug. 2 - Friendship Day
Aug. 2 – National Ice Cream Sandwich Day
Aug. 3 - National Mustard Day
(<http://www.mustardmuseum.com/>)
Aug. 5 – National Night Out (www.natw.org)
Aug. 5 - National Waffle Day
Aug. 10 – National S'mores Day
Aug. 11 - Watermelon Festival
Aug. 13 - Alfred Hitchcock's Birthday (1899)
Aug. 19 - National Aviation Day
Aug. 24 – Potato Fest Day
Aug. 29 - More Herbs, Less Salt Day
Aug. 30 – National Toasted Marshmallow Day

September

Baby Safe Month
Children's Good Manners Month
Emergency Care Month
Fall Hat Month (<http://www.hatsny.com>)
Hug A Texas Chef Month
(<http://www.texchef.org/>)
National Biscuit Month
National Chicken Month
National Cholesterol Education &
Awareness Month (<http://www.nhlbi.nih.gov/index.htm>)
National Coupon Month
National Courtesy Month
National Honey Month (<http://www.honey.com/>)
National Little League Month



National Potato Month (<http://www.capecodchips.com/>)

National Rice Month (<http://www.usarice.com/>)



Sea Cadet Month (<http://www.seacadets.org/>)

Self Improvement Month

Update Your Resume Month

Youth Month

National Waffle Week (Sept. 1-6)

(<http://www.waffleweek.com/>)

Biscuits & Gravy Week (Sept. 7-13)

National 5-A-Day Week (Sept. 7-13)

(<http://www.5aday.com/>)

National Child Care Week (Sept. 14-20)

National Dog Week (Sept. 21-27)

Sept. 7 - National Grandparents Day

Sept. 9 - Hot Dog Day

Sept. 9 - Teddy Bear Day

Sept. 11 - 2nd Anniversary of Terrorist Attack on America

Sept. 14 - Celebrate Pregnant Women Day

(<http://www.5aday.com/>)

Sept. 16 - National Play-Doh Day

Sept. 17 - National Apple Dumpling Day

Sept. 20 - National POW/MIA Recognition Day

Sept. 21 - Miniature Golf Day

Sept. 21 - National Pecan Cookie Day

Sept. 22 - Ice Cream Cone: Birthday (1903)

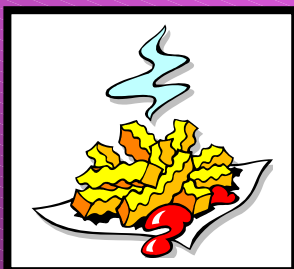
Sept. 23 - National Chocolate Day

Sept. 23 - Checkers Day

Sept. 25 - National Food Service Workers Day

Sept. 25 - National One-Hit Wonder Day

Sept. 28 - National Strawberry Cream Pie Day



Quiz Question Answer:

Who was the president to first introduce French fries into the United States?

Answer: Thomas Jefferson (1801-1809)



<http://www.richs.com/> – Rich's now offers "Bahama Blast" drink mixes. They are shelf-stable 64-ounce carton beverage mixes, which come in 9 flavors. They can be used in smoothies, bar drinks, desserts and sauces.

<http://madetoorder.tyson.com/default.asp> – Made an addition to their web site to include recipes for their beef and pork items besides chicken. Some of the new recipes include; Rodeo Chicken Toss,

<http://www.stockpot.com/> – Fresh-refrigerated soups with 150 days refrigerated shelf-life. All are ready-to-use, just heat & serve. Some soups can be reheated in their plastic bag and others

need water or milk for reconstituting. They offer 70 + varieties of soups & chili.

<http://www.ilovepasta.org/> – As you can guess, this web site dedicated to pasta. It includes definitions and a wide assortment of recipes.

Truth in Menu or Making Sure You're Serving the Product As Advertised

Most of us know about truth in menu. It's making sure we are serving what we say on the menu and in our advertising. That sounds easy and we do a good job of that with our regular menu items. You know there is a "but" coming. But what about the vegetarian items we're serving? OR Aren't you offering this option to your customer? Do you really know what the different terms mean and does your staff know? Knowledge is powerful.

More people are becoming vegetarians and vegans today, especially young people. What does that mean to us as foodservice operators? We need to be accurate in the menu descriptions we are using on the menu and in our advertising.

There are several definitions people use and some of them report the occasional use of meat or meat alternatives in their diet. For simplicity sake, here are two basic definitions that you need to keep handy to help you keep track of what each type can eat. The first is "Ovo-lacto vegetarian" – this is a person who eats no meat, fish or poultry but who does eat eggs and dairy products. The second definition is "Vegan" – this persons diet **excludes** all forms of animal products including meat, fish, poultry, eggs, dairy, gelatin, whey, refined sugar and honey.

When advertising your vegetarian item it's a good idea to have a list of ingredients just in case a customer asks. It's a job aid that your servers will use to make their job easier.

When all is said & done - the bottom line is "honesty is the best policy" in writing and advertising your menu items.

Lunchtime Promotional Ideas – Market St. Grill & Parcheezi's

It's summertime! Chill out with crisp salads and savory wrap sandwiches. These cool lunch items are popular when it's hot outside.

Made-to-Order Salads are wonderful since you add freshly prepared items like flank steak, chicken, salmon, calamari and shrimp to your salad base.

Other items that can be added to your salad base mix are crispy onion laces, seasoned croutons, cubed roasted potatoes and sweet mandarin orange segments.

Wrap sandwiches are still as popular today as they were when they were introduced five years ago. Of course they were popular long before in the Mexican and Latin cuisine's. Here are a few wraps that use your common inventory items to make savory wrap sandwiches.

Go Asian with this flavorful **Oriental Express Wrap**. A warm flour tortilla with a light spread of mayonnaise topped with crisp garden salad mixture. Add warm chicken strips with cool red onion strips and a sprinkle of chopped cilantro. Add crunchy chow mein noodles and sweet teriyaki sauce. Wrap up and serve with crudits.

Favor the British with this version of **Fish & Chips Wrap**. A warm flour tortilla with mayonnaise and tartar sauce spread topped with crunchy fish sticks, shredded lettuce, sweet pickle relish and crushed potato chips. (Now you know what to do with all the broken potato chips in the bottom of the bag.)

Fly the red, white & blue for this American favorite of a **Burger Wrap**. Fill a warm flour tortilla with a spread of mayonnaise, shredded lettuce and sliced tomatoes. Top with a cooked seasoned hamburger (cut in half or thirds), crispy French fried onions or golden French fries and shredded cheese. Finish the sandwich off with condiments of dijonaise sauce or ketchup, pickle slices or relish and raw onions if you're so inclined.

A trip to Europe wouldn't be complete without a side trip to have a **Little Italy Sub Wrap**. It starts with a warm flour tortilla with a smear of mayonnaise, crisp shredded lettuce, thinly sliced salami or ham, provolone cheese, red onion strips, sliced black olives and finished with Italian dressing. Use a good quality salad dressing to get the full flavor of the spices it.



Some Additional Photos of Branded Site Locations



NAF El Centro



NAS Key West



NS Guantanamo Bay